

# Essex Elder Abuse Campaign

## Impact Report



### Executive Summary

Crimestoppers have worked in partnership with the Essex Police and Crime Commissioner's office, Essex police and Essex Social Care to plan, implement and deliver a new service to encourage anonymous reports relating to elder abuse in Essex. The campaign launched on 26<sup>th</sup> February 2015 and ran until 29<sup>th</sup> February 2016 with the main aim of generating reports on elder abuse. This report looks to summarise what activity has happened since the launch, to examine what we know about the information received, to understand what has worked and agree what steps need to be take next.

Report based on information received from 26<sup>th</sup> February 2015 to 29<sup>th</sup> February 2016

## Activity Summary

- Celebrity endorsed launch event
- National TV coverage
- Press releases
- Organic social media
- Paid for adverts on Facebook, Twitter and Linked In
- Article for community newsletters and local magazines
- Attendance at community events
- Presentations in care homes
- Focus groups with the elderly
- Ad-van tour in high footfall and targeted areas
- Bluetooth messaging
- Advertising on TV screens in GP surgeries
- Posters and flyers in community venues
- Posters and flyers in care homes, GP surgeries and hospitals
- Paid for adverts of Heart Radio
- Paid for adverts in local newspapers
- Internal bus panel adverts



For a more in depth look at each individual marketing mechanism please refer to the monthly activity reports.

## Digital Summary

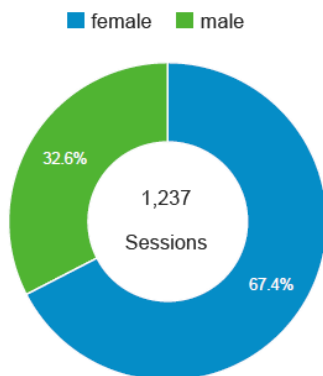
### Campaign landing page

There have been 5,378 page views to the campaign landing page since the line launched. This is low compared to normal Crimestoppers campaigns. (A recent campaign on counterfeit money saw 17,000 views in just 3 months). This could indicate that this is not the most relevant way in which to communicate with the public on elder abuse. 36% of those were unique visitors indicating that we have engaged with a new audience who may not have previously heard of Crimestoppers. It also tells us that 64% of people visited the page more than once so they were either interested in reading more or were perhaps deciding whether they should give information or not. The average dwell time on the site is 1 minute 13 seconds, which is above the national average indicating that content is engaging. When monitoring traffic to the site we can see that the majority of views have come from:

- \* Basildon
- \* Braintree
- \* Canvey Island
- \* Chelmsford
- \* Clacton
- \* Colchester
- \* London
- \* Southend

Cities like Chelmsford and large towns like Southend-on-Sea are expected to feature high as they have large populations. Colchester, Braintree and Clacton-on-Sea are relatively small in comparison but feature highly in the results due to a concentrated population of the elderly. London features as some Essex locations have a London postcode.

The majority of people visiting our campaign landing page are female. This is not surprising given that statistics point towards more female elder abuse victims and more female care workers.



The viewing figures are in contrast to other Crimestoppers campaigns where males are the majority of views, so this should be considered in future marketing tactics.





The majority of traffic to the campaign landing page has come from organic searches on Google. This could indicate that our more traditional forms of advertising or press releases have been successful in signposting people to our service. All of those who visited the campaign landing page in this way went on to give information.

57 people went to give information after visiting the campaign landing page with 14 of those actually submitting a form. We can't know for certain the explanation behind this low conversion rate but the length of the form could be a contributing factor. It is twice as long as the normal Crimestoppers online form. This was advised by Crimestoppers in the planning stages so further consideration must be given in future to refine the questions.

There is a notable amount of people being signposted from Southend Borough Council website. It is recommended that other councils, Police and other stakeholders could help promote the helpline as a safe alternative to giving information.

### Social media

Targeted Facebook and Twitter adverts were sent out to those living/working within Essex aged 18 to 80, both male and female. Further targeting was possible with Linked In adverts to those working within a health and social care setting. A series of organic posts were also sent out when the campaign launched and intermittently when a relevant news story broke. The combined figures are as follows:

	Like: <b>1988</b>	Share: <b>891</b>	Reach: <b>155,474</b>
	Clicks: <b>72</b>	Impressions: <b>58,242</b>	N/A
	Clicks: <b>4</b>	Impressions: <b>1,627</b>	N/A
	Retweets: <b>491</b>	Impressions: <b>167,665</b>	Engagements: <b>1,818</b>

Interaction with the social media adverts was positive and seen by thousands of people for a relatively small amount of money. This was boosted by organic posts which do not require funding at all. No online forms were submitted by those who were signposted from social media. We can deduce that although these are good platforms to raise awareness about elder abuse it is not necessarily the right platform to engage with those audiences who are most likely to give us information.

## Media Summary

To date our press releases have reached 19,730,247 people and have generated an advertising value equivalent of £135,236.

The majority of coverage was generated by the celebrity endorsed launch event but decent coverage was also obtained with subsequent press releases. A press release which focused on a victim case study was notably popular.

- \* TV coverage included Crimewatch Roadshow, BBC Look East and ITV Anglia
- \* Radio coverage included BBC Radio Essex, Dream 100 and Heart FM
- \* Newspaper coverage included The Essex Chronicle, East Anglian Daily Times and The Advertiser



The screenshot shows a news article from 'THE Enquirer'. The article is titled 'Woman urges public to speak up after 92-year-old nan was abused by carer'. It is dated 25 June 2015 and is written by the Newsdesk. The article text reads: 'THE granddaughter of a 92-year-old woman who was abused in care by a Romford carer has urged the public to speak up about abuse. Her grandmother's story made the headlines in 2014 when the family were left disgusted that care worker Faderera Grace Bello only got four months in jail for her heinous activities. The family of victim Bridget Rees placed a secret camera in her room at the Mary Seacole Nursing Home to capture evidence of the abuse, and Bello was caught red-handed in 2012. Bello was seen to be poking Bridget in the face and head, while continually telling her to "shut up". Bridget was also left with bruising on her arm from alleged "heavy manhandling". But Bello was only handed a four month sentence in July 2014 after admitting a charge of carer ill treatment and wilful neglect.' To the right of the text is a photograph of two women, one older and one younger, smiling together.

It was extremely challenging for Crimestoppers to research a suitable case study, but it is recognised how valuable they could be to obtaining future media interest. Consideration should be given to Police and Safeguarding Boards providing sanitised cases.

# Intelligence Summary

## Contacts

In total 118 individual contacts were made to the bespoke elder abuse line during the campaign period. This works out at approximately 10 contacts a month. Considering that this number is new for the county, it does not carry the trusted & well established Crimestoppers name and elder abuse is sensitive & difficult crime type to get information on this can be regarded as pleasing.

Although Ask Sal get approximately 50 calls a month and Essex Police between 100/200 a month it is difficult to draw comparisons. Ask Sal offer a wider service, such as advice, and both organisations are unable to break this down to strip out which calls relate solely to elder abuse.

June was the busiest month with 18 contacts being made. The following activity took place:

- \* Two press releases were issued highlighting National Elder Abuse Week and the victim case study
- \* An ad-van toured the county for 10 days across Essex parking up in high footfall areas and key locations such as garden centres
- \* Letters were sent to all care homes with a selection of marketing materials
- \* Organic social media messages were issued

In particular this month focused on the emotional impact elder abuse can have on its victims and focused on engaging directly with those most likely to have information. Being able to explain in more detail what elder abuse is about may have provided an extra motivator for people to contact Crimestoppers as they have a better opportunity to understand the human impact of this crime type. According to Essex Social Care the majority of people who report elder abuse to them directly are social and health care staff, so having face-to-face interaction in those places where they may be concentrated could have had a positive impact on the number of calls. More press activity and interaction directly with the community should be exploited in the future.

A direct correlation can be seen between proactive marketing activity and the number of contacts. There is a dip in contacts being made during the handover period of Crimestoppers staff during April and May which resulted in reduced external activity. It is strongly recommended that constant marketing, press and social media activity is needed to stimulate a flow of calls. Sufficient funding is needed for this approach.

Despite paid for adverts being placed in local newspapers, a press release being issued, supporting social media, marketing materials being sent to hospitals and a focus group with the elderly being conducted the lowest number of calls was in December. Advertising at this time of the year should be avoided in future as it can get lost in the festive excitement.

## Actionable information

These contacts resulted in 52 pieces of information being regarded as actionable. All 52 were passed onto Essex Social Care with 8 of those being dual disseminated to Essex Police as they constituted a crime.

March is the month which saw the most amount of actionable information being generated. This is not surprising as the line was launched and there was significant media coverage in the weeks after. September also sees a notable amount where radio adverts on Heart FM reached 300,000

people. The majority of information was from the general public, as opposed to care staff, who were the main target of this advert.

### **Nationally**

The below table compares actionable information generated via the Essex Elder Abuse Line compared to information generated nationally. This was taken at the half way point. It has not been possible to get comparative results for the entire year yet.

Month	Essex	National	Total
Feb	4	1	7
Mar	10	1	11
Apr	1	1	2
May	2	2	4
Jun	2	1	3
July	0	0	0
Aug	7	1	8
Total	26	7	35

80% of all UK wide information on elder abuse received by Crimestoppers pertains to Essex. This demonstrates the added value from having this dedicated line and a sustained marketing approach.

### **Online information**

9 online forms have been submitted to date which is 17% of all information received. On average 50% of all information given to Crimestoppers is submitted online. We cannot be certain why the number is so low here but with a high number of people engaging with messages on our social media platforms we can only make assumptions that this is because they are not the same audience as those who want to give information. When trying to appeal for information from the elderly, their friends, family and neighbours etc... more traditional forms of advertising should therefore be favoured.

### **Time of calls**

Nearly 60% of the information submitted was when the Ask Sal Line was open indicating that we were not regarded as a replacement service. It also means that 40% of callers had a service accessible to them when others were closed. Over 50% of those chose to remain anonymous indicating that we are not duplicating the service of Ask Sal if it were a 24 hour service. The anonymity guarantee has clearly played a factor in the caller choosing to contact us.

### **Locations**

It is not possible to provide a breakdown of where the caller is located due to the guarantee of anonymity but below is a breakdown of where the information pertains to:

Southend - 12  
Tendring - 6  
Basildon - 5  
Epping - 5  
Chelmsford - 4  
Colchester - 4  
Rochford - 4  
Braintree - 2  
Castle Point - 1  
Harlow - 1  
Thurrock - 1

Those outside Essex:

A borough in London, Dorset and Kent all received 1 piece of information. 4 pieces of information were received anonymously but no location was disclosed.

One might expect to see the larger cities and towns at the top of the list. Instead smaller towns, which have a larger concentration of the elderly, feature. Other explanations could be that Southend Borough Council promotes our service on their website and there is a concentration of volunteers in Tendring/Colchester/Chelmsford who have good relationships with local organisations. This indicates that personal advocacy may help push out the message.

### Anonymity

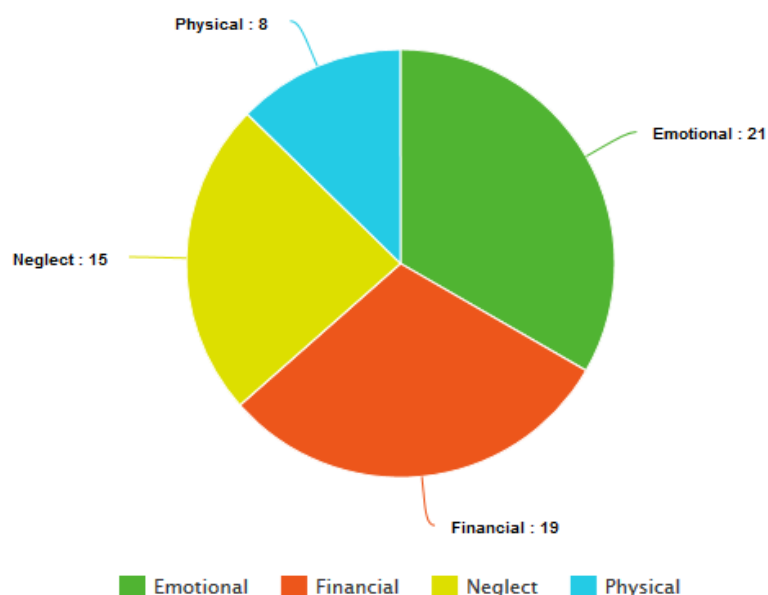
28 people in total have chosen to remain anonymous, (54%). 24 people chose to leave their details, (46%). However 7 were repeat submissions by the same 2 people so in reality its 60% who chose to remain anonymous and 40% who chose to leave their details. This demonstrates the value that Crimestoppers has added to the intelligence picture as these people may have remained silent without our promise of anonymity.

### Third party and victims reports

Crimestoppers does not take information from victims directly but focuses on taking information from third parties. This bespoke elder abuse line has changed the parameters and does take information directly from victims. Due to the sanitised nature of the reports and often vagueness of reports where people have chosen to remain anonymous so cannot be questioned further it has been a challenge to ascertain if the report is from a victim or third party. However, it looks like 4 people, (1 person called twice), were reporting themselves as experiencing elder abuse. The remainder, which stands at 90%, were reporting in a third party capacity. This is encouraging as Crimestoppers is better placed to deal with this type of reporting and leave other organisations, such as Ask Sal, to provide victim support. It appears that the majority of reports to Ask Sal or to Police are from those working within the care profession. As the majority of our information appears to be from the public, (concerns about neighbours and family members), it looks like we are providing a unique angle by engaging with a different audience.

### Emotional, financial, neglect and physical

The marketing materials and social media/press content reflected all types of elder abuse. Some reports contained several types of elder abuse but the breakdown of information received is as follows:



## **Dissemination of information**

When the service was established it was agreed that information be sent to Essex Social Care and dual disseminated to Essex Police if it constitutes a crime. It is the responsibility of Essex Social Care to ensure the timely dissemination of information to Southend and Thurrock Safeguarding Boards. A repeat caller flagged up an issue with the dissemination route where a piece of information was sent Essex Social Care but it was not sent onto Southend Safeguarding Board for a few days, which led the caller to contact Crimestoppers multiple times asking for feedback. It has been identified that this could be mitigated if Crimestoppers could send all information to these three separate points of dissemination. This was not possible during the pilot but is worth considering if the pilot is extended, dependent on financial resources and capacity at the Crimestoppers call bureau.

## **Feedback from stakeholders**

It is important that Crimestoppers get feedback from Essex Social Care and Essex Police to ascertain if the information being disseminated is good quality and what has been done with that information. It will help Crimestoppers understand if a different approach is needed in the marketing strategy or the call agent questioning. When assessing if a Crimestoppers campaign has been successful or not the most important metric is whether the information generated is good quality or not and if it's led to any positive action or an arrest. This is more important to the charity than the number of calls. It would also help the funders assess if the campaign has been worthwhile.

Little feedback has been received about what has happened with our information but what we do know can be summarised below.

**Police:** 8 referrals have been made to Essex Police with 3 of those being concerns from anonymous callers. All referrals have been investigative and police were not previously aware of any of the individuals prior to the referral. 1 criminal offence was disclosed and recorded, which related to potential financial abuse. The suspect was interviewed but there was insufficient evidence to prove a theft.

One notable success was an anonymous report received about an elderly lady where there were concerns she was being stolen from. No theft offences were identified but having discussed the lady's safety and security of her home with her referrals were made for a key safe. In addition a referral was made to the fire service for a safety survey and installation of a fire alarm.

**Southend:** the majority of information was about people not previously known to Southend. In both cases the alleged victim decided they did not need support.

**Thurrock:** the person reported was already known to services.

It would be incredibly beneficial to understand more about the information received to ascertain if this pilot has been successful or not:

- Were the alleged victims/perpetrators known to the authorities already?
- Has this information been stored on file for future reference? (i.e.: this person is already known to the authorities and it will be used to build a case?)
- Was any positive action taken as a result of this information? (i.e.: an arrest or a support mechanism put in place for the victim).
- How can we improve the information being sent to you?

Although the nature of anonymous information means that it can sometimes be restrictive to work with it can often be the first time authorities have been made aware of that issue or person. If they are known then it can add to the intelligence picture.



## Financial Summary

£30,000 in total

Description	Approximate Cost
Reporting Services	£10,000
Project management fee	£8,000
Creative concept design	£2,900
Printing of posters, flyers and banners	£1,900
Launch expenses	£800
Ad-van	£3,300
Paid for social media	£1,000
Radio advert production, licencing and airtime	£3,400
TV Screens in GP surgeries	£1,600
Internal advertising on buses	£1,971
<b>Total spent</b>	<b>£34,871</b>

£129 remaining

### Approximate savings:

- £600 - volunteer and staff expenses to attend meetings and distribute materials
- £600 - Bluetooth messaging negotiated for free
- £660 - discount on hire of ad-van
- £80 - discount on printing
- £300 - discount on radio airtime
- £240 - discount on advert production
- £1,500 - discount on advertising on TV screens in GP surgeries
- £1000 - time and postage to distribute care home letters
- £2,434 - Crimestoppers do not pay VAT on advertising
- £135,236 of advertising value equivalent from press releases

**Total = £ 142,650**

We have saved Essex Police or Essex Social Care a considerable amount of money by running this campaign for them due to the charitable discounts we have been able to negotiate. We are also VAT exempt, which they are not, so further savings have been managed.

Approximately £25,000 has been spent on marketing activity, which works out at £2083 per month. Given the cost of marketing and advertising space Crimestoppers have effectively used this funding to ensure activity throughout the year.

More time than envisaged has been spent by Crimestoppers staff on the planning, delivery and evaluation of marketing strands. This needs further consideration if the pilot is extended now that more experience has been garnered from this project.

## Recommendations for future

If the elder abuse number is continued there are a number of recommendations to improve results:

- More traditional marketing formats should be considered when appealing for information. The results of the focus group have given us some niche locations to do further advertising.
- Online conversations should not be ruled out as they are effective for raising awareness, but this should be restricted to organic. The promotion of our service on council websites, (and indeed other local websites), could help spread the message further.
- Personal advocacy of our service to those who work directly with the elderly and press activity seems to be particularly effective in generating calls. Support from police and other stakeholders is needed to find suitable case studies.
- The majority of those who want to know about our service are female so this should be considered for future marketing tactics.
- More emphasis should be placed on the anonymity we offer. Not only is it our unique selling point but it appears to be important to those contacting us.
- It would be interesting to compare the number of calls to the elder abuse line compared to calls made directly to Essex Police or via Ask Sal during the campaign period. Although, a direct comparison may not be entirely useful as these services have been running much longer and operate in a different remit.
- 90% of callers were reporting in a third party capacity which is reflective of contact made with Ask Sal and Police. However, we appear to have generated more information from the general public than Ask Sal or Police who get the majority of their information from care staff. This should be considered in future marketing approaches.
- It is imperative to know about the quality of our information and what Essex Police/ Essex Social Care have done with our information. This could help shape future activity and ascertain how successful this pilot has been.
- If resources and funding permit direct dissemination to all three Safeguarding Boards and Police should be considered.

## Conclusion Summary

Although the quality of information on elder abuse is more important than the quantity, Crimestoppers are pleased with the level of calls which stands at 118. The results should be considered as very positive for the following reasons:

- This is a new number and a new service which people must firstly get to hear about but secondly must learn to trust.
- The well-established and trusted number of Crimestoppers is not being used - it takes time for the public to fully understand a service and put their trust in it.
- Elder abuse is a sensitive and difficult crime type which is very much under-reported. When comparing the level of calls to those nationally one can see there is a marked increase in Essex where there has been proactive campaigning.
- Although the level of actionable information at 52 is lower than calls taken this should still also be regarded as very good. Levels of actionable information on crime of a similar nature where we have not actively campaigned are comparatively much lower. For example: Last year in Essex there were 4 pieces of actionable information on domestic abuse.

We have added value to the existing services in Essex, as opposed to duplicating what they do. 60% of those who contacted us chose to remain anonymous. As no other service can do this the caller may not have gone elsewhere with their information. We should also not be regarded as an overflow for information when existing services are closed as 60% of those who contacted us did so during office hours. Our added value appears to the type of person we are able to engage with and who chose to use our service. The majority seem to be members of the public who are reporting concerns about friends or family. Existing services seem to get more information from care staff directly, so we are able to provide a unique angle to the intelligence picture.

At approximately £673 per actionable piece of information this campaign has delivered good value for money. Although no price can be put on the impact positive action could have on an elderly person who is experiencing abuse further analysis is needed of the information received to ascertain how much money this service has saved the relevant authorities. It would also be beneficial to make some sort of comparison with Ask Sal which has been running much longer to understand how much they spend on marketing and the level of calls/actionable information.

During a 6 month monitoring period 80% of all UK wide information on elder abuse received by Crimestoppers pertains to Essex. This demonstrates the added value from having such a dedicated line and a sustained marketing approach. It is recommended that if other police forces and Safeguarding Boards have available funding and the capacity to deal with such safeguarding issues in relation to the elderly then they would benefit from a dedicated line.